

Rep Order# 8858645 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37147

Printed: 08/30/2012 2:25 PM
Last Received: 08/30/2012 1:43 PM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate# 2643
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 5,16,20,23,28 FOR CHANGES
MG ON LN 29-36
NCIT
PLS CNF
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	500A-600A		:30	\$145.00	09/07-09/07	1	1	1	\$145.00	
				Buyline Comment: NEWS								
	2	M,W-F	500A-600A		:30	\$145.00	09/10-09/14	4	1	4	\$580.00	
				Buyline Comment: NEWS								
	3	F	600A-700A		:30	\$150.00	09/07-09/07	1	1	1	\$150.00	
				Buyline Comment: NEWS								
	4	M,W-F	600A-700A		:30	\$150.00	09/10-09/14	3	1	3	\$450.00	
				Buyline Comment: NEWS								
	*5	F	1000A-1100A		:30	\$325.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: PRICE								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	6	M,W-F	1000A-1100A		:30	\$325.00	09/10-09/14	2	1	2	\$650.00	
		Buyline Comment: PRICE										
	7	M,W-F	300P-400P		:30	\$275.00	09/10-09/14	2	1	2	\$550.00	
		Buyline Comment: ELLEN										
	8	TU-TH	400P-500P		:30	\$900.00	09/04-09/06	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
	9	F	400P-500P		:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	10	M,W-F	400P-500P		:30	\$225.00	09/10-09/14	3	1	3	\$675.00	
		Buyline Comment: NEWS										
	11	M-TH	500P-630P		:30	\$1,250.00	09/03-09/06	2	1	2	\$2,500.00	
		Buyline Comment: NEWS										
	12	F	500P-630P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
		Buyline Comment: NEWS										
	13	M,W-F	500P-630P		:30	\$275.00	09/10-09/14	5	1	5	\$1,375.00	
		Buyline Comment: NEWS										
	14	M-TH	1100P-1135P		:30	\$1,700.00	09/03-09/06	4	1	4	\$6,800.00	
		Buyline Comment: NEWS										
	15	F	1100P-1135P		:30	\$475.00	09/07-09/07	1	1	1	\$475.00	
		Buyline Comment: EWS										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*16	M,W-F	1100P-1135P		:30	\$475.00	09/10-09/14	4	1	4	\$1,900.00	
				Buyline Comment: EWS								
				Sales Remark: V3 DATE CHANGE.								
				V3 More than 2 codes changed								
	17	F	1135P-1237A		:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								
	18	M,W-F	1135P-1237A		:30	\$175.00	09/10-09/14	4	1	4	\$700.00	
				Buyline Comment: LETTERMAN								
	19	SA-SU	1100P-1135P		:30	\$250.00	09/08-09/16	1	2	2	\$500.00	
				Buyline Comment: NEWS								
	*20	SU	1000A-430P		:30	\$1,800.00	09/09-09/09	0	1	0	\$1,800.00	
							09/16-09/16	1	1	1		
				Buyline Comment: NFL								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	21	M-TH	900A-1000A		:30	\$650.00	09/03-09/06	2	1	2	\$1,300.00	
				Buyline Comment: REGIS								
	22	F	900A-1000A		:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
				Buyline Comment: REGIS								
	*23	M,W-F	900A-1000A		:30	\$200.00	09/10-09/14	3	1	3	\$600.00	
				Buyline Comment: REGIS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	24	F	700P-730P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: ET								
	25	M,W-F	700P-730P		:30	\$275.00	09/10-09/14	4	1	4	\$1,100.00	
				Buyline Comment: ET								
	27	SU	630A-800A		:30	\$175.00	09/09-09/16	1	2	2	\$350.00	
				Buyline Comment: SUN MORN								
	*28	SU	700P-800P		:30	\$1,100.00	09/09-09/09	1	1	1	\$1,100.00	
							09/16-09/16	0	1	0		
				Buyline Comment: 60 MINUTES								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*29	F	1200P-1230P		:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								
	*30	M,W-F	1200P-1230P		:30	\$200.00	09/10-09/14	4	1	4	\$800.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								
	*31	F	500P-630P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								

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	*32	M,W-F	500P-630P		:30	\$275.00	09/10-09/14	3	1	3	\$825.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								
	*33	SA	800P-1000P		:30	\$215.00	09/08-09/15	2	2	4	\$860.00	
				Buyline Comment: KLAS MOVIE								
				Sales Remark: V3 MG								
				V3 Added								
	*34	SA	930A-1200P		:30	\$200.00	09/15-09/15	2	1	2	\$400.00	
				Buyline Comment: ACC FOOTBALL								
				Sales Remark: V3 MG								
				V3 Added								
	*35	M	400A-459A		:30	\$35.00	09/10-09/10	1	1	1	\$35.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								
	*36	W	137A-237A		:30	\$30.00	09/12-09/12	1	1	1	\$30.00	
				Buyline Comment: ELECTRIC PLAYGROUND/ETR								
				Sales Remark: V3 MG								
				V3 Added								

---REPORT TOTALS---

Report Totals: 75 / \$30,075.00

---SALES MONTHLY TOTALS---

Sep 12: 75 / \$30,075.00

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Sales Totals: 75 / \$30,075.00

Station Totals: 75 / \$30,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$100,250	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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